THIS EXTRACT WAS GIVEN TO YOU BY:

AFTER MORE THAN 20+ YEARS OF BEING OBSCURE TO THE PUBLIC

https://www.reddit.com/r/CyberReadArchives/

Advanced Techniques

Creating Text on the Web

Marilynn R. Brody

Advanced Techniques for Creating Text on the Web

by

Marilynn R. Brody

Creating Text on the Web: Advanced Techniques

Copyright © 2003. Marilynn R. Brody

All rights reserved. Printed in the United States of America. No part of this book may be used or reproduced in any form or by any method, or stored in an electronic storage system, without prior written permission of the publisher except in the case of brief quotations in critical articles and reviews. Copying any part of this book for any purpose other than your own personal use is a violation of United States copyright law.

ISBN: 0-9747697-1-1

Feedback to the author: editor@planetbooksellers.com

This book is sold as is, without warranty of any kind, either express or implied, respecting the contents of this book, including but not limited to implied warranties for the book's quality, performance, merchantability, or fitness for any purpose. Neither the author nor its dealers and distributors shall be liable to the purchaser or any other person or entity with respect to liability, loss, or damage caused or alleged to have been caused directly or indirectly by this book.

Trademark and service mark terms used in this book are the property of the trademark holders. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Apart from any fair dealing for the purposes of research or private study, or criticism or review, as permitted under the relevant copyright, designs and patents acts, this publication may only be reproduced, stored or transmitted, in any form or by any means with the prior permission in writing of the author. Marilynn R. Brody

Dedication

To my wonderful mother and greatest gal-pal who has saved every short story, poem and book report since she first taught me to write. We won't speak of the baby mittens.

Acknowledgments

With special thanks to Teri Bernard-Sokoloff for permission to use examples from her web sites at Sokoloffglass.com and Cucamongaglass.com. Thanks to her husband Steve for his dry wit and good taste in wine.

Thank you to my subject matter experts: Naz Nasseh and her husband Arsalan Bahar, Ben Beckley and David McVey. Your time and attention to detail has been invaluable.

Many thanks to my talented editor Tom Lenzo and to my proofreader and cherished friend, Michael Turko. Without your contributions, this book would not have been possible.

Finally, a big hug goes to my father for his constant encouragement.

Table of Contents

Chapter 1: Introduction 1

Chapter 2: Customizing Color Preferences 2

Explaining Color Theory 3

Using the RGB Color Model 4

Using the CMY Color Model 5

Using the HLS Color Model 6

Hue 6

Lightness 7

Saturation 7

Specifying Custom Colors 8

Reading Hexadecimal Notation 10

Using Browser-safe Palettes 11

Printing Color On A Monochrome Printer 14

Chapter 3: Creating Cascading Style Sheets 16

Linking To An External Style Sheet 17

Specifying Cascading Style Sheet Properties 21

Chapter 4: Speaking To A Global Audience 26

Developing the Localization Features 27

Defining A Brand 27

Structuring the Information 28

Creating A Visual Design 29

Managing the Content 31
Translating Text 31
Simplifying Your Grammar 32
Specifying Numbers and Currency 35
Formatting the Date and Time 36
Chapter 5: Designing for Accessibility 38
Setting Accessibility Standards 39
Designing Text Equivalents 39
Customizing the Screen 41
Using Aural Style Sheets 41
Specifying Aural Style Sheet Properties 43
Chapter 6: Conclusion 50
Glossary 51

About This Book

Conventions

- Hypertext links are italicized, underlined and shown in this color: *sample link*
- Special terms are italicized
- Techniques, notes and items of interest appear in the right-hand margin of the page and are displayed in this font and color: *sample note*

Prerequisites

To gain the most understanding and benefit from this book, you should be familiar with the Hypertext Markup Language (HTML) and the basic principles of web design. You should also know how to use one or more of the major web search engines, such as Google or Alta Vista to find information referenced in this book.

"Sam's Teach Yourself Web Publishing with HTML & XHTML in 21 Days, Fourth Edition" is an extremely well-rated book on HTML. The Dummies series of books are also quite popular; their entry in this category is "HTML 4 For Dummies, Fourth Edition".